Game Audience

The audience we are aiming to target our tower defence game at is “traditional gamers”, what is meant by this is people from the age of 16 upwards to roughly 35 years old who are known to play games on a regular basis and are savvy when it comes to computer games. We feel we could have success with a marketing campaign aimed at those who fall within this age demographic because all of our research indicates that most people who play or are more likely to play video games belong to this demographic. We undertook research that showed there is a large tower defence market that could be capitalised upon. We will also be marketing the game towards anyone with a smartphone because it’s a market we can’t possibly ignore due to the enormous numbers of adults and young people who have smartphones. It is estimated that 30 % of adults within the UK own a smartphone and 50% of young people, this is an incredible amount of people that could possibly purchase our game, also games are the most popular paid apps bought by users of smartphones. We understand that a lot of people with smartphones might only play games for 10-20mins while sitting on the bus or the train to pass time but this is still an important market share. We hope that being inventive during development we can produce a game that can capture the imagination of those who might not necessarily be tower defence fans but might be intrigued and captivated by our game and its concept being of a SCI-FI theme, we hope it will capture fans of that particular genre also. We are not just simply aiming our game towards particular markets, but due to the greater possibility of sales within these demographics, they are our prime focus. The tablet market is also market we are having a serious look at due to the number of tablet users but at the current moment there is nothing concrete although that could change if we have success in the other markets.

Competitor Analysis

We feel that even though the market is filled with various different types of tower defence games and the tower defence genre is as you would say crowded, there is still space for us to produce a game that can be successful. We undertook market research into our competitors to examine what other tower defence games were already out in the market and what they offered with their games. After a long period of time analysing competitors, we determined that a tower defence series called Bloons Tower Defence (BTD) developed by Ninja Kiwi has had remarkable success since its creation in 2007 and appears to be the most widely recognised tower defence out in the market place. The objective of Bloons Tower Defence is to prevent balloons from reaching the end of a set path by popping them which is done with various different towers. Looking more closely at the game and having various shots of playing the latest version of the game, we determined that even though the game is fun and enjoyable, it is rather limited in the fact it has basic game play and the game play hasn’t progressed as the series has progressed, making it feel like the same game over and over again. After our research into the Bloons Tower Defence series we truly believe that we can produce a game which can match the success and produce a tower defence game with similar game play elements but with our own unique twists that will hopefully set us apart from the competition. Bloons TD 5 Deluxe which is the latest incarnation and is only available for desktops at the moment and at a hefty price of $14.99, Bloons TD 4 is available on mobile devices for $1.99. With the research that we have done, we believe that pricing is a bit steep for the product on offer but saying that the game series has been hugely successful with hundreds of thousands of people purchased the game to date. This will help us when it comes time to discuss pricing as we can price our tower defence game to be competitive within the market space. It is also worth noting that during our research we discovered that on most free game sites such as Kongregate, Miniclip, tower defence games are amongst the most popular genres on these sites, they receive high volumes of traffic and have a dedicated user base. All our research strengthens our position that even though tower defence genre maybe crowded we still believe that we can get in on the action and compete within the marketplace due to its size and creative scope.